



## 'No more Leprechauns. 'Contemporary Souvenir' a multi disciplinary collaborative project

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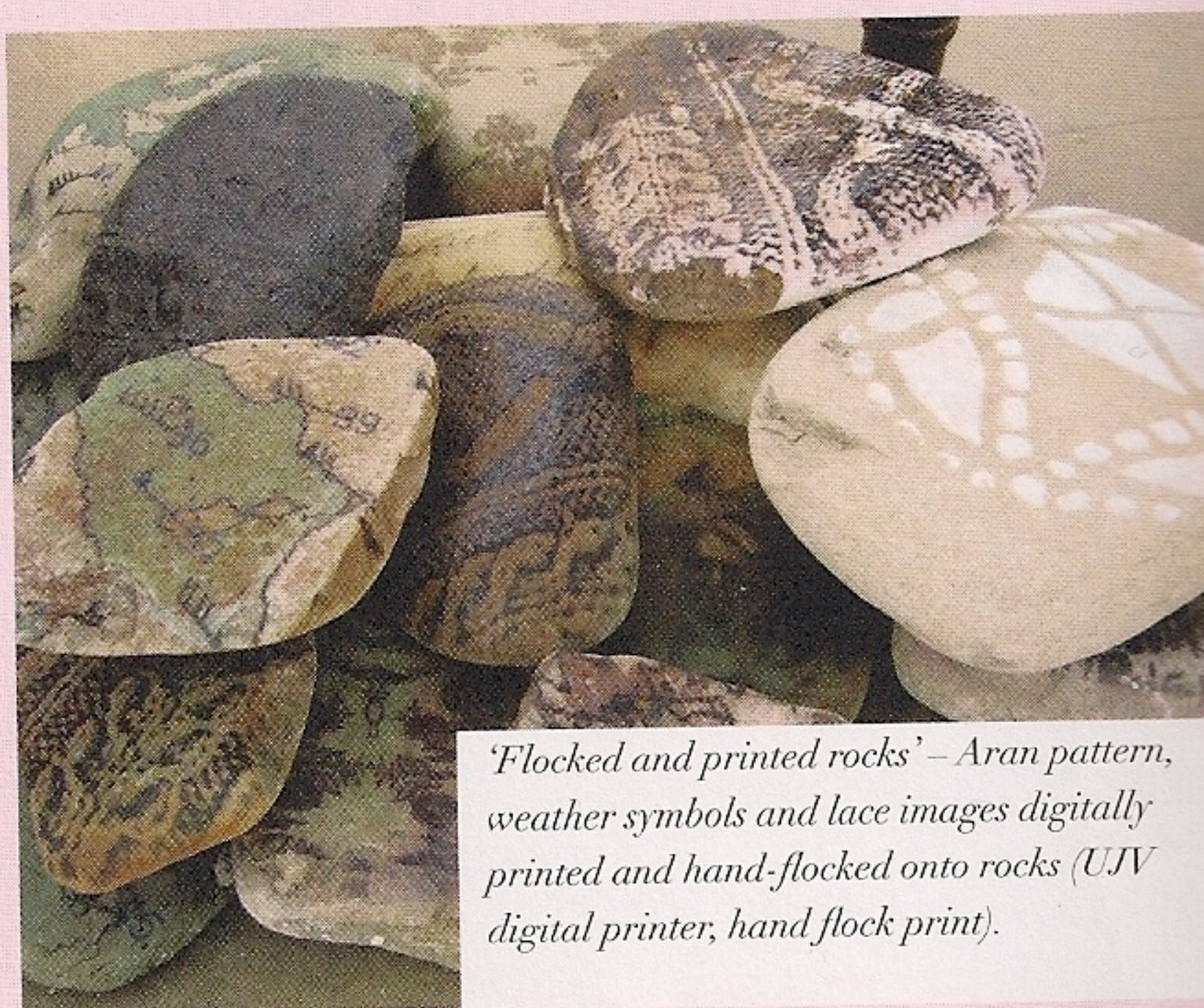
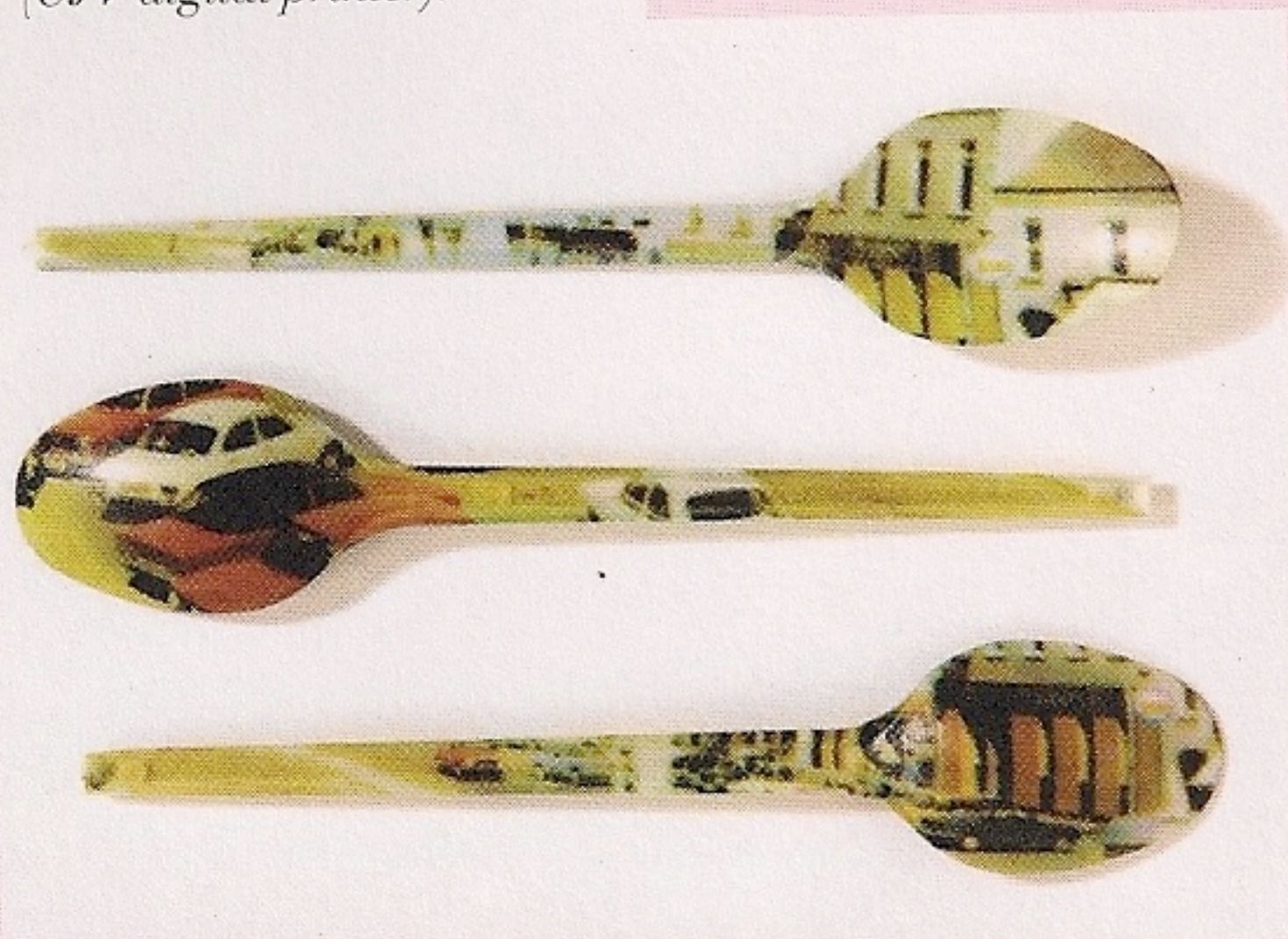
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## DESIGNER PROFILE: PATRICIA BELFORD

*'Spoons' – vintage urban scene digitally printed onto disposable plastic spoons (UJV digital printer).*

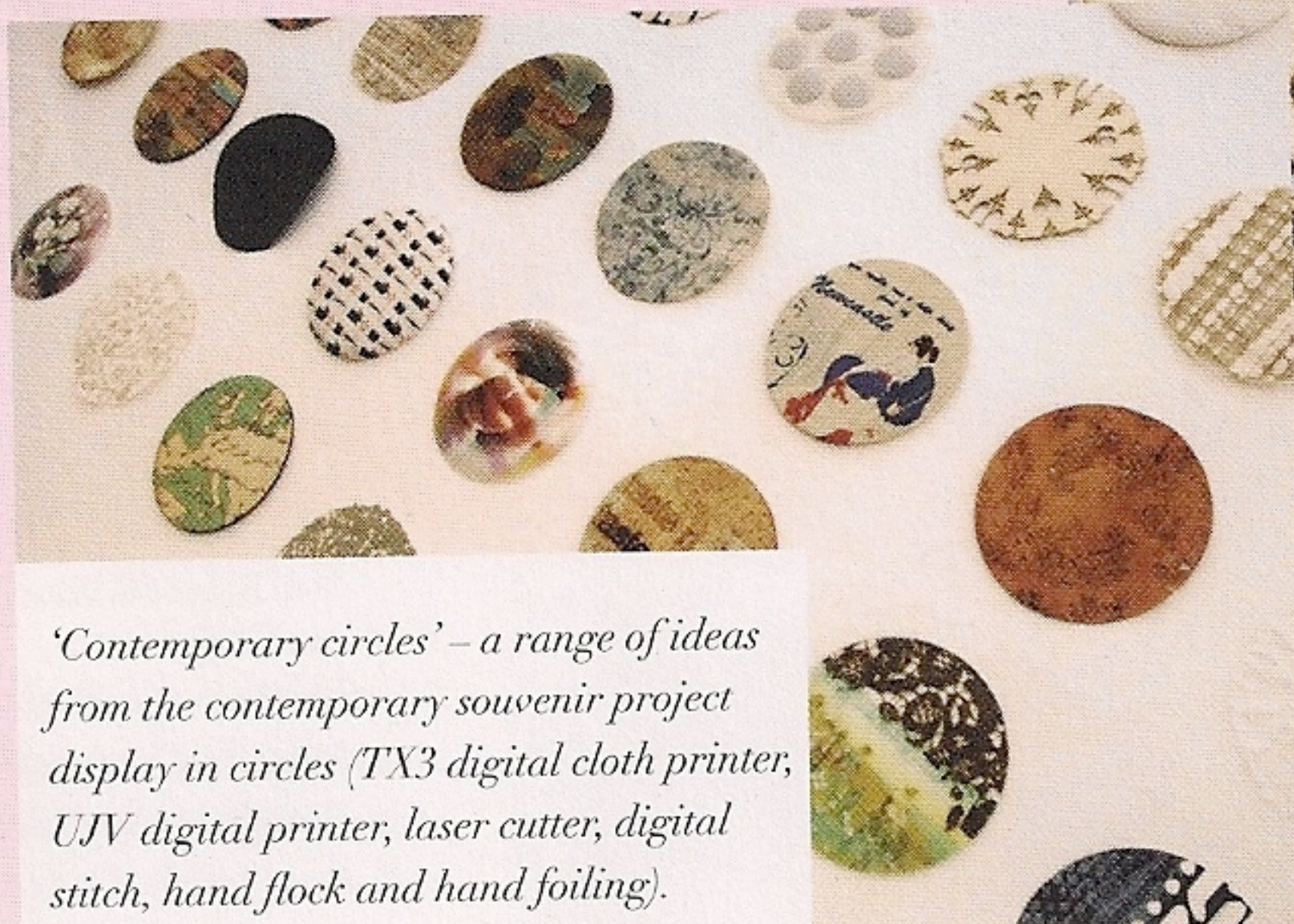


*'Flocked and printed rocks' – Aran pattern, weather symbols and lace images digitally printed and hand-flocked onto rocks (UJV digital printer, hand flock print).*

Patricia Belford, originally from Northern Ireland, created Belford Prints in 1986. Belford's became known for innovative and creative use of print techniques for fashion and furnishing designers, and its clients included Vivienne Westwood, Jasper Conran, Zandra Rhodes, Neisha Crosland and The Designers Guild. The business developed from being a company based on textile techniques, and by 2004 had become focused on menswear and digital printing.

The arrival of commercial digital print in 1999 was a huge boost for the print- and fashion industries, opening them up to almost anyone who wanted to print without the time and expense of creating screens. But Belford felt that her skills as a creative textile designer were being swamped by the digital explosion. As a hand textile printer, she found the results of digital printing to be somewhat lacking in depth.

In 2005, looking for new challenges, Belford took up a position as a Senior Research Fellow with Interface (Fabric Forward) at the School of Art and Design at the University of Ulster. Located in



*'Contemporary circles' – a range of ideas from the contemporary souvenir project display in circles (TX3 digital cloth printer, UJV digital printer, laser cutter, digital stitch, hand flock and hand foiling).*



*'Felt lace' – felted fabric laser-cut with a design from the Carrickmacross Archive held at The Ulster Folk Museum, Northern Ireland (laser cutter).*